MAMIYA

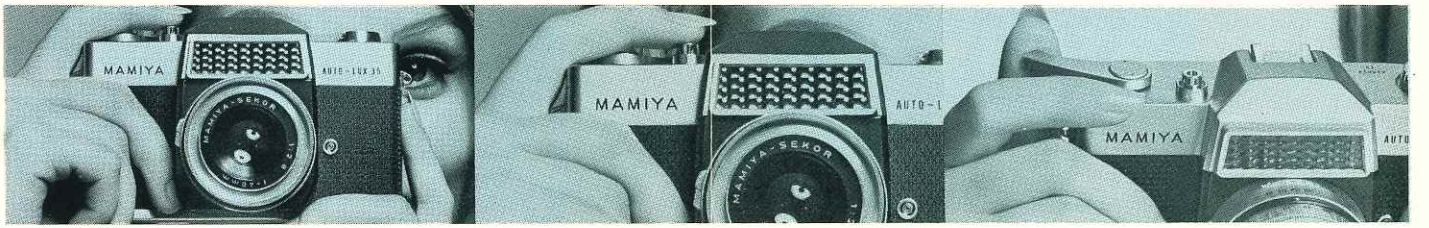
Auto-lux

1-1-71 Photocat Box - date

AUTOMATIC 35mm SINGLE-LENS REFLEX
FULLY AUTOMATIC ELECTRIC EYE

You get perfect pictures every time, automatically, when you shoot with the

it's as easy as A-B-C



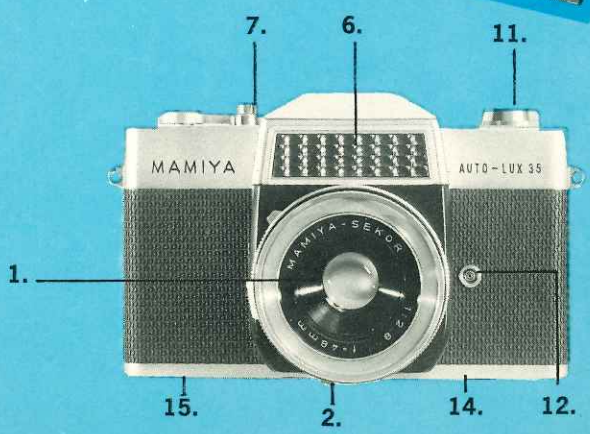
A. First, you look in the finder... Your subject is bright and clear, just as it will appear on the film. And because you're looking through the camera lens, there's no danger of cutting off heads or feet. There's no danger of out-of-focus pictures, either. The built-in rangefinder makes it real easy.

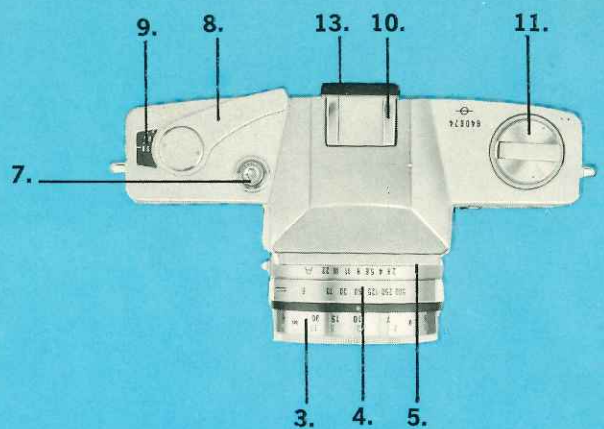
B. Then, you push the button... That's all there is to it. There's no fuss, no fumbling, no figuring. The automatic electric eye does all the calculating and the exposure setting. Pushing the button makes the exposure and gets you the picture.

C. For the next shot, simply flip lever—once, and you're ready.

Mamiya Auto-Lux 35
helps you get the pictures you want most

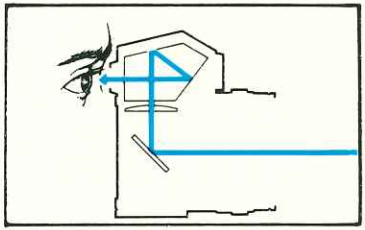
• brilliant color slides • natural color prints
• sparkling black & white blow-ups





1. Mamiya-Sekor 48mm f2.8 lens
2. film speed selector
3. focusing ring
4. X-synch at all shutter speeds: 1/15th to 1/500th sec. plus 'B'
5. aperture selector ring automatic/manual control
6. fully automatic electric eye
7. shutter release button
8. single-stroke film transport
9. auto-reset exposure counter
10. accessory shoe
11. fold-out rewind crank
12. standard PC flash terminal
13. viewfinder eyepiece
14. tripod socket (in base)
15. rewind release button (in base)

Mirror/Prism Reflex Finder Eliminates Framing Error



You see what you get and you get what you see when you sight your subject through the Mamiya Auto-Lux finder. That's because the Auto-Lux finder uses the very lens that takes the picture. And because of this, there is no parallax error and no framing error. No cut-off heads and no cut-off feet!

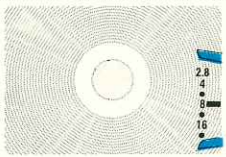
Sharp Focus Every Time The Auto-Lux finder also insures against out-of-focus pictures. The ingenious multi-cell rangefinder in the center of the finder field eliminates guesswork. As you turn the lens, the image just seems to 'pop' in and out of focus. You can't miss.

other features to help you get the most out of picture taking

Automatic Electric Eye When you set the camera on 'A', the automatic electric eye takes over. It measures the light and presets the diaphragm for the correct aperture at the selected shutter speed. It works with all films from ASA 10 to 400, color or black-and-white. Yet, if you desire, you can also set your exposures manually.

Exposure Lock When your subject has back lighting or an overly bright background which may upset the accuracy of your exposure, you simply move in closer to your subject then, by depressing the body release partly, and keeping it depressed as you move back to the position for the exposure, you're sure of perfect pictures, automatically.

Finder Also Checks Exposure When you look in the finder, you also see the complete aperture scale and the indicator needle that shows the lens aperture preset by the automatic electric eye. The red warns you against the possibility of over or under-exposure, so you can make the necessary changes in shutter speed.



Automatic Reopen Diaphragm and Automatic Return Mirror These features are generally found only in high-priced 35s. They give you a sense of 'follow-through' while shooting by keeping the subject always visible in the finder, at full brightness. There is no black-out and no dimming even after the picture is taken, because instantly, automatically, the mirror returns to viewing position and the lens reopens to full aperture.

Color-Corrected f2.8 Mamiya-Sekor Lens The lens on the Auto-Lux offers the same quality and color correction enjoyed by the pros who use the famous Mamiya twin-lens reflexes. You get needle-sharp results whether you're shooting wide open or closed down. And the shutter gives you X-synch at *all* speeds.

Wide-Angle and Tele Conversion Simple screw-in accessory lens attachments convert the Auto-Lux lens for wide-angle and telephotography without sacrificing the f2.8 lens speed. These enable you to shoot conveniently in close quarters, and to get dramatic close-ups at some distance from the subject.

Makes you an expert with the very first roll of film!

Mamiya Auto-Lux 35 accessories for greater picture pleasure

A. Leather eveready case **B.** Optical glass filters: skylight, yellow, orange, green, red, and type 85 conversion **C.** 38mm f2.8 Wide Angle Conversion Lens* **D.** 70mm f2.8 Tele Conversion Lens* **E.** Lens Hood (not shown)

***Available soon**

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